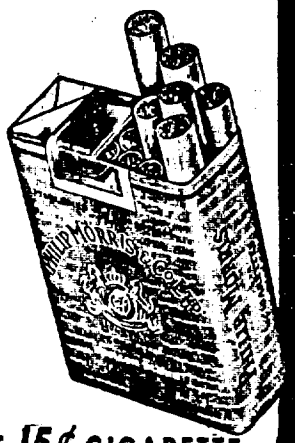
YOU GET TRUE SMOKING ENJOYMENT

unhampered by throat irritation!

Keen pleasure in every puff...all day long... and no penalties for your nose and throat!



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AMERICA'S FINEST 15¢ CIGARETTE

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WINNING NEW THOUSANDS DAILY—

PEOPLE LIKE PHILIP MORRIS ...enjoy the world's finest, mellowest tobaccos...unhampered by throat irritation.

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A finer cigarette...better for the nose and throat...so, every day new thousands join the millions who yearly smoke *billions* of Philip Morris Cigarettes. Remember to...

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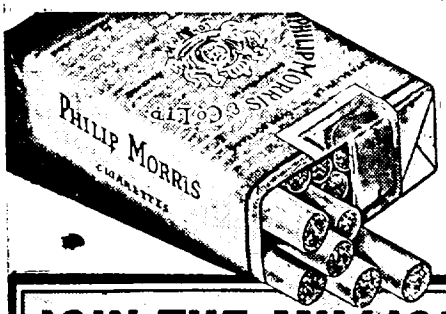

For complete smoking enjoyment—unhampered by throat irritation...

JOIN THE MILLIONS WHO CALL FOR

PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE!

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